

Station	WPMY-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() POLITICAL		7669 STAGERS LOOP	Sales Office	() WASHINGTON
Product	KEITH ROTHFUS PACD12		DELAWARE, OH 43015	Salesperson	() KATHRYN SARDINSKY
Estimate#	2409	Agency C/P1/P2/E	//2409		
Buyer	WHITNEY EVERSOLE	Flight Dates	10/17/2012 - 11/06/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V3 6/24 SEE LNS 5,6,8 FOR TP REVISION

PLS CF -THANKS - KATHRYN

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--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS 10/17-11/6 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/17-10/19	10P-11P	FRIENDS	:30	\$50.00	W-F	1	1	1	\$50.00
2	10/22-11/02	10P-11P	FRIENDS	:30	\$50.00	M-F	1	2	2	\$100.00
3	10/20-11/03	10P-1030P	NEWS	:30	\$150.00	SA	1	3	3	\$450.00
4	10/20-11/03	12P-3P	SEC FOOTBALL	:30	\$75.00	SA	1	3	3	\$225.00
5	10/17-10/19	12P-1P	MAURY	:30	\$40.00	W-F	4	1	4	\$160.00
6	10/22-11/02	12P-1P	MAURY	:30	\$40.00	M-F	5	2	10	\$400.00
7	10/21-11/04	6P-7P	TMZ	:30	\$20.00	SU	1	3	3	\$60.00
8	11/05-11/05	12P-1P	MAURY	:30	\$40.00	M	1	1	1	\$40.00

---REPORT TOTALS---

Report Totals: 27 / \$1,485.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$950.00 Nov 12: 10 / \$535.00

Station WPMY-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product KEITH ROTHFUS PACD12

Estimate# 2409

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2409

Flight Dates 10/17/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

Sales Totals: 27 / \$1,485.00
Station Totals: 27 / \$1,485.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$148,500	CABL	0%	KDKA	34%	UNKN	0%	WNPA	0%	WPGH	14%
		WPMY	1%	WPXI	26%	WTAE	25%				

---COMPETITIVE COMMENTS---

\$344K IN THE MARKET - SHARE LESS THAN 1%

Books null
Demos RA35+